



The Effect of Price and Promotion on Product Purchase Decisions at Ami Ali Parfum Store in Pontianak

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ABSTRACT

This study is conducted to evaluate the effect of price and promotion on product purchase decisions at Ami Ali Parfum Store in Pontianak. This research employed an associative design within a quantitative framework. The sample included 100 consumers selected based on the purposive sampling method. A questionnaire served as the primary instrument for data collection, and the data were examined using multiple linear regression with the support of SPSS. The regression analysis produced the equation $Y = 2.096 + 0.390X_1 + 0.162X_2$. Moreover, the multiple correlation coefficient (0.548) reflects a moderate level of relationship between price and promotion and product purchase decisions at AMI Ali Parfum Store in Pontianak. The coefficient of determination of 0.300 indicates that the two variables explain 30.0% of the variation in purchase decisions, while the remaining 70.0% is not explained by the research model. Simultaneously, price and promotion have a significant effect on purchase decisions. Partially, price has a positive and significant effect on purchase decisions, while promotion also has a positive and significant effect on purchase decisions.

INTRODUCTION

The perfume industry in Indonesia has continued to develop, as reflected in the increasing sales of locally produced fragrance products, including perfumes manufactured by micro, small, and medium enterprises and home-based producers. This growth is associated with changes in people's lifestyles, particularly their increasing attention to personal appearance and the use of fragrances in daily activities (Antara.News, 2024). The development of local perfume products has also been supported by the availability of diverse fragrance variants and the use of digital marketing to introduce products to consumers (Antara.News, 2024). As one of the key elements in marketing activities, Price reflects the amount of money consumers spend to purchase a product and receive the benefits it delivers (Kotler & Armstrong, 2001, as cited in Kharisma & Wahyuati, 2019). Meanwhile, promotion refers to activities that communicate product benefits and encourage consumers to make purchases (Kotler & Armstrong, 2012, as cited in Sunarti & Chandra, 2019).

The refill perfume business has also developed in Pontianak, one of the major commercial centers in West Kalimantan. In 2025, 69 perfume stores were legally operating in Pontianak, including 10 stores located in North Pontianak District (DPMPTSP Kota Pontianak, 2025). Ami Ali Parfum Store is located on Khatulistiwa Street, has operated since 2021, and holds Business Identification Number 0411250112295 (Toko Ami Ali Parfum, 2025). The store offers 50 refill perfume variants at prices ranging from IDR 2,000 to IDR 10,000 per milliliter, as well as perfume bottles in various sizes priced at IDR 5,000 (Toko Ami Ali Parfum, 2025). The wide range of alternative stores and products provides consumers with several options before making a purchase decision (Schiffman, 2015, as cited in Imalia & Aprileny, 2020).

The revenue data of Ami Ali Parfum Store fluctuated during the 2022–2025 period. Revenue amounted to IDR 201,299,500 in 2022 and increased by 9% to IDR 219,093,000 in 2023. It subsequently declined by 18% to IDR 179,979,000 in 2024 and decreased again by 14% to IDR 155,543,000 in 2025 (Toko Ami Ali Parfum, 2025). During the same period, the store faced competition from 68 other perfume businesses, consisting of 10 competitors in North Pontianak District and 58 competitors distributed across other districts in Pontianak. The store's promotional activities include a 10% discount for transactions of at least IDR 200,000, the use of the Instagram and TikTok account @amialiparfum_kalbar, and the installation of a storefront sign. However, its social media publishing activities remain relatively infrequent (Toko Ami Ali Parfum, 2025). This condition persists despite the increasing use of digital marketing as a means of supporting the sales growth of local fragrance products (Antara.News, 2024).

Price and Promotion are connected with the consumer decision-making process that results in Product Purchase Decisions. Price is measured through affordability, competitiveness, price–quality congruence, and price–benefit congruence (Kotler & Armstrong, 2016, as cited in Imalia & Aprileny, 2020). At Ami Ali Parfum Store, consumers encounter price differences based on the type of perfume essence and the longevity of the fragrance, including several variants offered at different price levels (Toko Ami Ali Parfum, 2025). Promotion involves

various forms of corporate communication, such as advertising, sales promotion, public relations, direct marketing, and personal selling, which are directed toward the target market (Kotler & Armstrong, 2019, as cited in Nunumete & Andriany, 2023). Product Purchase Decisions involve a sequence of activities, namely recognizing a problem, gathering information, evaluating alternative options, deciding whether to make a purchase, and exhibiting post-purchase behavior (Kotler & Armstrong, 2012, as cited in Sunarti & Chandra, 2019).

The research gap lies in the limited explanation of the relationship between pricing and promotional practices and purchase decisions in a refill perfume business experiencing declining revenue. Ami Ali Parfum Store offers 50 product variants priced between IDR 2,000 and IDR 10,000 per milliliter, provides a 10% discount for transactions of at least IDR 200,000, and uses Instagram, TikTok, and a storefront sign as promotional media. Nevertheless, its revenue declined by 18% in 2024 and by a further 14% in 2025 (Toko Ami Ali Parfum, 2025). This condition indicates a discrepancy between the implementation of marketing strategies and the store's revenue performance, particularly because consumers have continued to report concerns regarding fragrance longevity, stockouts of best-selling products, and the uneven dissemination of promotional information (Toko Ami Ali Parfum, 2025). Previous studies have shown that price and promotion positively affect purchase decisions in the marketing of facial-care products through Facebook (Faroh, 2017). Similar findings were reported for car rental services in Surakarta (Istiyanto et al., 2015) and GrabFood services in Boyolali City (Hasanah & Hargyatni, 2022). However, these studies have not explained the effects of the two variables in the context of a refill perfume business experiencing declining revenue amid varied prices, existing promotional initiatives, and competition from 68 other perfume stores in Pontianak (DPMPTSP Kota Pontianak, 2025).

Based on the identified problems, this study is conducted to examine the effects of price and promotion on product purchase decisions at Ami Ali Parfum Store in Pontianak. Specifically, the study investigates the partial effect of price, the partial effect of promotion, and the simultaneous effect of price and promotion on product purchase decisions.

THEORETICAL REVIEW

Price

Price refers to the monetary payment made by consumers to obtain a product and enjoy the benefits offered by that product (Kotler & Armstrong, 2001, as cited in Kharisma & Wahyuati, 2019). Price may also be understood as the value of a good or service expressed in monetary units (Joko Untoro, 2010, as cited in Kharisma & Wahyuati, 2019). Additionally, Price can be understood as the value assigned to a product or service, acting as a strategic mechanism through which companies align their offerings with customer perceptions, competitive market environments, and marketing objectives (Dewani et al., 2024). Price is also recognized as the monetary value established for products or services provided in the market (Andika & Purnamasari, 2024).

The price variable is measured using four indicators: price affordability, price appropriateness in relation to consumers' purchasing power or market competitiveness, price-quality congruence, and price-benefit congruence (Kotler & Armstrong, 2016, as cited in Imalia & Aprileny, 2020). The study conducted by Faroh (2017) revealed that price had a positive and significant effect on purchase decisions in the marketing of facial-care products through Facebook. Similarly, Piyoh (2024) concluded that Price had a positive and significant effect on Purchase Decisions. Wicaksono et al. (2023) revealed that more favorable consumer perceptions of price were positively and significantly associated with purchase decisions. A study of GrabFood services in Boyolali City also demonstrated that price positively affected consumer purchase decisions (Hasanah & Hargyatni, 2022).

H1: Price has a positive and significant effect on product purchase decisions at Ami Ali Parfum Store in Pontianak.

Promotion

Promotion refers to various activities aimed at delivering information about product benefits and convincing target consumers to make a purchase (Kotler & Armstrong, 2012, as cited in Sunarti & Chandra, 2019). Promotion is a marketing mix element that enables a company to convey information about its products to the intended market while encouraging consumers to respond to the products offered (Firmansyah, 2023). It also functions as a marketing communication instrument that connects a company with its target market by conveying information about products and company offerings (Hartanto, 2024).

The Promotion variable is assessed through five indicators consisting of advertising, sales promotion, public relations, direct marketing, and personal selling (Kotler & Armstrong, 2019, as cited in Nunumete & Andriany, 2023). Fernando and Simbolon (2022) concluded that promotion had a positive and statistically significant effect on purchase decisions. Astuti and Anggresta (2022) reported a similar result, indicating that increased promotional activities were associated with stronger consumer purchase decisions. Similar findings were obtained in a study of car rental services in Surakarta, which found that promotion positively and significantly affected purchase decisions (Istiyanto et al., 2015).

H2: Promotion has a positive and significant effect on product purchase decisions at Ami Ali Parfum Store in Pontianak.

Purchase Decision

A purchase decision is the outcome of consumers evaluating and selecting one alternative from two or more available options (Schiffman, 2015, as cited in Imalia & Aprileny, 2020). It represents the consumer's act of selecting and purchasing a product after considering needs, available information, and alternative options (Nurmartiani, 2024). This process occurs after consumers assess the feasibility of a purchase based on the information they possess and the observable condition of the product (Kotler & Armstrong, 2012, as cited in Sunarti & Chandra, 2019). Purchase decisions represent the outcome of consumers' deliberative processes after they recognize a need, obtain information, and evaluate available product alternatives (Setiawan et al., 2024).

The measurement of the product purchase decisions variable is based on five indicators, namely problem recognition, information search, evaluation of alternatives, the decision to purchase or not to purchase, and post-purchase behavior (Kotler & Armstrong, 2012, as cited in Sunarti & Chandra, 2019). The product purchase decision process consists of need identification, information exploration, alternative assessment, purchase decision-making, and post-purchase reactions. Purchase decision serves as the dependent variable in this study, which is examined through the influence of price and promotion at Ami Ali Parfum Store in Pontianak. Negara et al. (2023) reported that the simultaneous effect of price and promotion on purchase decisions is statistically significant.

H3: Price and promotion simultaneously have a significant effect on product purchase decisions at Ami Ali Parfum Store in Pontianak.

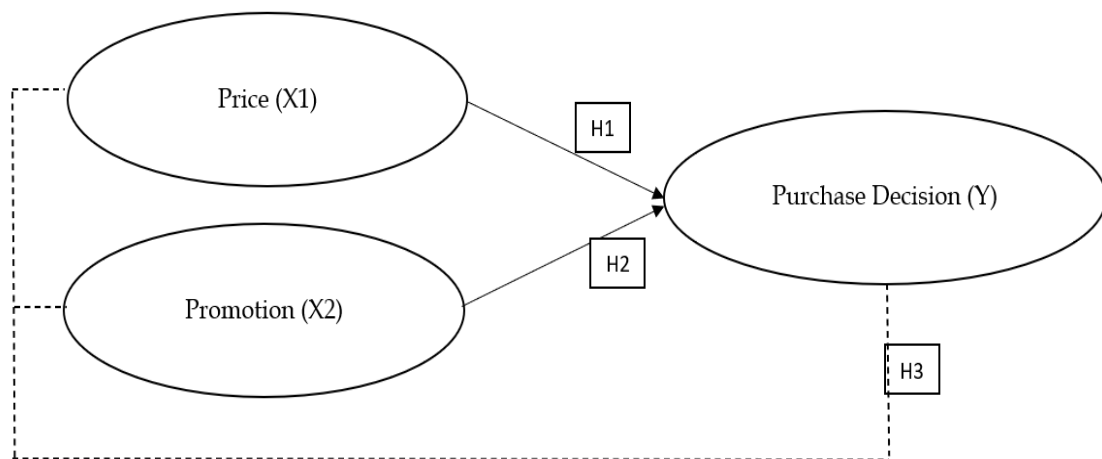


Figure 1. Conceptual Framework

METHODOLOGY

This study employed a quantitative associative research design to examine the effect of Price and Promotion on Purchase Decisions at Ami Ali Parfum Store in Pontianak City (Sugiyono, 2019). The study used both primary and secondary data. Primary data were obtained through observation, interviews, and questionnaires, while secondary data were collected from annual sales records and documentation of promotional activities. Observation was conducted to examine pricing, promotional activities, and consumer purchasing behavior, whereas interviews were used to obtain preliminary information regarding the research problem. Questionnaires were administered to measure respondents' perceptions based on the indicators of each research variable (Hadi, 1986, as cited in Sugiyono, 2019; Sugiyono, 2019).

The population consisted of all consumers who had purchased products from Ami Ali Parfum Store in Pontianak City. Respondents were selected using purposive sampling based on the following criteria: having made at least one purchase, being at least 15 years old, being able to understand the questionnaire, and making the purchase voluntarily and independently (Sugiyono, 2019). Because the exact population size was unknown, the minimum sample size was determined using the Rao Purba formula with a normal distribution value of 1.96

and a 10% margin of error (Rao Purba, 1996, as cited in Fauzi & Sijabat, 2023). The calculation resulted in a minimum sample of 96.04 respondents, which was rounded up to 100 respondents. Price and Promotion were treated as independent variables, while Purchase Decision was the dependent variable. All indicators were measured using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5) (Sugiyono, 2019).

Data analysis included instrument testing, classical assumption testing, multiple linear regression, correlation analysis, coefficient of determination, and hypothesis testing. Instrument validity was assessed using the Pearson Product-Moment correlation, with an item considered valid when the calculated r-value exceeded the r-table value at the 0.05 significance level. Reliability was evaluated using Cronbach's alpha, with a value of at least 0.60 indicating acceptable reliability (Sujarweni, 2022, as cited in Suwadi et al., 2024). Prior to regression analysis, classical assumption tests were conducted to ensure the suitability of the regression model (Ghozali, 2016, as cited in Masiaga et al., 2022). Normality was established when the significance value exceeded 0.05 (Sahir, 2021, as cited in Suwadi et al., 2024), while multicollinearity was assessed using a VIF value below 10 and a tolerance value above 0.10 (Priyatno, 2022, as cited in Suwadi et al., 2024).

Multiple linear regression analysis was used to examine the contribution of Price and Promotion to Purchase Decisions. The correlation coefficient was used to assess the strength and direction of the relationships among variables (Sugiyono, 2012, as cited in Umar et al., 2016), while the coefficient of determination was used to determine the proportion of variation in Purchase Decisions explained by the independent variables (Suliyanto, 2011, as cited in Umar et al., 2016). The t-test was applied to examine the partial effect of each independent variable, whereas the F-test was used to evaluate their simultaneous effect. Statistical significance for both tests was determined at a level of <0.05 (Sujarweni, 2019, as cited in Amelia et al., 2021).

RESULTS

Test Research Instruments

Validity Test

To ensure that the measurement instruments used in this study were appropriate, a validity analysis was conducted on each statement item. The validity of the items was determined by comparing the calculated correlation coefficient with the r-table value. Using a degree of freedom of 98 ($df = 100 - 2$) at a 5% significance level, the reference value of the r-table was 0.196. The complete results of the validity analysis for all variables are displayed in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Price (X1)	X1.1	0.405	0.196	Valid
	X1.2	0.632		
	X1.3	0.569		
	X1.4	0.624		

	X1.5	0.728		
	X1.6	0.566		
	X1.7	0.631		
	X1.8	0.644		
	X2.1	0.709		
	X2.2	0.731		
	X2.3	0.578		
Promotion (X2)	X2.4	0.713	0.196	Valid
	X2.5	0.659		
	X2.6	0.724		
	Y.1	0.628		
	Y.2	0.663		
	Y.3	0.669		
	Y.4	0.670		
	Y.5	0.613		
	Y.6	0.664		
Purchase Decisions (Y)	Y.7	0.635	0.196	Valid
	Y.8	0.555		
	Y.9	0.674		
	Y.10	0.619		

Source: Processed Data, 2026

Referring to the data displayed in Table 1, the validity assessment revealed that the calculated r-values for all items representing price (X1), promotion (X2), and purchase decision (Y) were above the minimum r-value requirement of 0.196. Therefore, the entire set of questionnaire statements was proven to have acceptable validity and could be utilized as measurement tools for collecting research data.

Reliability Test

To examine the consistency of the instruments used in this study, a reliability test was conducted using the Cronbach's alpha method. The measurement instrument met the reliability criteria when the obtained Cronbach's alpha value was above 0.60. The results of this reliability evaluation are shown in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Description
Price (X1)	0.747	8	
Promotion (X2)	0.776	6	Reliable
Purchase Decisions (Y)	0.837	10	

Source: Processed Data, 2026

Table 2 indicates that each variable obtained Cronbach's alpha values exceeding 0.60. Thus, the measurement instruments for Price, Promotion, and

Purchase Decisions are considered reliable and can be utilized for subsequent analysis.

Classical Assumption Test

Normality Test

To examine the distribution pattern of the research data, a normality test was carried out using the Kolmogorov-Smirnov test. The data were identified as normally distributed when the Asymp. Sig. value indicated a result above the 0.05 significance level. The results of this analysis are summarized in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.055
Asymp.Sig.(2-tailed)	.200 ^c

Source:Processed Data, 2026

Based on Table 3, the Asymp. Sig. (2-tailed) value obtained was 0.200, indicating that the value exceeded the significance level of 0.05. Thus, the data used in this research were concluded to follow a normal distribution.

Linearity Test

To assess the pattern of the relationship between the independent variables and the dependent variable, a linearity analysis was carried out using the Test for Linearity. The relationship among the variables was considered linear when the Sig. Linearity result showed a value below 0.05, accompanied by a Sig. Deviation from Linearity value above 0.05. The outcomes of this analysis are summarized in Table 4.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Purchase Decisions Price	.000	.564	Linear
Purchase Decisions Promotion	.000	.979	

Source:Processed Data, 2026

As shown in Table 4, price (X1) and promotion (X2) each had a Sig. Linearity value of $p < 0.001$, while their Sig. Deviation from Linearity values were 0.564 and 0.979, respectively, both exceeding 0.05. Therefore, both independent variables had linear relationships with purchase decision (Y).

Multicollinearity Test

To evaluate the relationship between independent variables in the regression model, a multicollinearity test was carried out. The SPSS output obtained from this test is shown in Table 5.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
	Price	.687	1.456
	Promotion	.687	1.456
a. Dependent Variable:Purchase Decisions			

Source:Processed Data, 2026

The multicollinearity test results shown in Table 5 revealed that the Price (X1) and Promotion (X2) variables had an identical VIF value of 1.456, which remained below the acceptable limit of 10.00. Furthermore, the tolerance value for each independent variable was recorded at 0.687, indicating that it exceeded the required minimum value of 0.10. Therefore, the regression analysis confirmed that there was no indication of multicollinearity among the variables used in the model.

Hypothesis Test

Multiple Linear Regression Analysis

The multiple linear regression method was utilized to examine the effect of independent variables on the dependent variable through individual and combined assessments. Furthermore, this analysis was used to identify the direction of the association between each variable. The regression coefficient results are displayed in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.096	.376		5.577	.000
	Price	.390	.100	.399	3.891	.000
	Promotion	.162	.078	.213	2.081	.040
a. Dependent Variable:Purchase Decisions						

Source:Processed Data, 2026

Referring to the multiple linear regression test results displayed in Table 6, the following regression equation was generated:

$$Y = 2.096 + 0.390 X_1 + 0.162 X_2$$

The obtained regression equation can be further interpreted as follows:

- 1) The constant value of 2.096 shows that if the price (X1) and promotion (X2) variables are assumed to have a value of zero, the purchase decision score (Y) will remain at 2.096.
- 2) The price coefficient (b1) of 0.390 demonstrates a positive relationship between price and purchase decision. This means that every one-unit increase in the

price variable score will result in an increase of 0.390 units in the purchase decision score.

- 3) The promotion coefficient (b₂) of 0.162 indicates a positive relationship between promotion and purchase decision. This implies that every one-unit increase in the promotion variable score will lead to an increase of 0.162 units in the purchase decision score.

Correlation Coefficient Analysis (R)

The relationship between the variables was analyzed through correlation coefficient testing using the Product-Moment correlation technique. This analysis was conducted to identify the level of association and the direction of the relationship among the studied variables. The results of the correlation analysis are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548 ^a	.300	.285	.33543
Predictors: (Constant), Promotion, Price.				

Source:Processed Data, 2026

Table 7 indicates that the correlation coefficient (R) between price and promotion toward purchase decision reached 0.548. Since this value is positioned within the correlation range of 0.40–0.599, it can be concluded that the association between price, promotion, and purchase decision is classified as moderate.

Coefficient of Determination (R²)

The results of the coefficient of determination test presented in Table 7 indicate that the R-squared value reached 0.300. This means that price and promotion variables were able to explain 30.0% of the variation in purchase decisions. Meanwhile, the remaining 70.0% was attributed to other variables outside the scope of this research model.

Simultaneous Test

A simultaneous test was performed to assess whether the independent variables collectively influence the dependent variable. The findings generated through SPSS processing are shown in Table 8.

Table 8. Simultaneous Test Results

Model	Sum of Squares	Mean Square	F	Significance
Regression	4.675	2.338	20.776	.000 ^b
Residual	10.914	.113		
Dependent Variable:Purchase Decisions				
Predictors:(Constant), Promotion, Price				

Source:Processed Data, 2026

Based on the findings shown in Table 8, the F-test analysis revealed that the obtained F-value was 20.776, which was higher than the F-table value of 3.09.

Furthermore, the significance value was recorded at $p < 0.001$. These results confirm that price and promotion collectively have a significant effect on purchase decisions at AMI Ali Parfum Store in Pontianak.

Partial Test

An individual hypothesis test was carried out to determine the partial influence of each independent variable on the dependent variable. The results of the SPSS data processing are shown in Table 9.

Table 9. Partial Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.096	.376		5.577	.000
	Price	.390	.100	.399	3.891	.000
	Promotion	.162	.078	.213	2.081	.040
a. Dependent Variable:Purchase Decisions						

Source:Processed Data, 2026

Based on Table 9, the obtained critical t-value was 1.660. The results of the partial hypothesis test can be explained as follows:

- 1) Price (X1) obtained a calculated t-value of 3.891, which exceeded the t-table value of 1.660, with a significance level of $p < 0.001$. Thus, H1 was accepted, demonstrating that Price had a positive and significant effect on purchase decisions.
- 2) Promotion (X2) obtained a calculated t-value of 2.081, which was higher than the t-table value of 1.660, with a significance value of 0.040, which was below the significance threshold of 0.05. Therefore, H2 was accepted, indicating that Promotion had a positive and significant effect on purchase decisions.

DISCUSSION

The Effect of Price on Purchase Decisions

The analysis results reveal that Price (X1) has a positive and significant effect on Purchase Decision (Y) at Ami Ali Parfum Store in Pontianak. This is supported by the obtained t-value of 3.891, which exceeds the t-table value of 1.660, with a significance value of $p < 0.001$. The regression coefficient of 0.390 indicates that an increase of one unit in the Price variable score will result in a 0.390-unit increase in the Purchase Decision score, while assuming that the other variables remain constant. In addition, the standardized beta coefficient of 0.399 confirms that Price positively affects Purchase Decision and plays a role in explaining the changes occurring in purchase decision levels. This result indicates that positive consumer perceptions toward product affordability, price suitability, and price competitiveness contribute to a higher likelihood of consumers making Product Purchase Decisions at AMI Ali Parfum Store in Pontianak. The result supports the findings reported by Piyoh (2024) and

Wicaksono et al. (2023), indicating that price significantly and positively influences consumers' purchase decisions.

The Effect of Promotion on Purchase Decisions

The findings indicate that promotion (X2) positively and significantly influences purchase decision (Y) at Ami Ali Parfum Store in Pontianak. This result is evidenced by the calculated t-value of 2.081, which is higher than the critical t-value of 1.660, along with a significance value of 0.040 that is lower than the 0.05 significance level. The regression coefficient value of 0.162 shows that an increase of one unit in the promotion variable score will lead to an increase of 0.162 units in the purchase decision score, assuming that the other variables remain constant. Meanwhile, the standardized beta coefficient value of 0.213 shows that promotion provided a positive influence on purchase decisions, even though its impact was lower compared to price. This finding suggests that informative and attractive promotional activities capable of reaching consumers can increase their interest and encourage product purchase decisions. The findings are consistent with the research conducted by Fernando and Simbolon (2022) and Astuti and Anggresta (2022), which demonstrated that promotion has a positive and significant influence on purchase decisions.

The Simultaneous Effect of Price and Promotion on Purchase Decisions

The simultaneous test results indicate that price (X1) and promotion (X2) simultaneously exerted a significant influence on purchase decision (Y) at Ami Ali Parfum Store in Pontianak. The results of this study are further confirmed by the obtained F-value of 20.776, which was higher than the F-table value of 3.09, with a significance level of $p < 0.001$. Furthermore, the correlation coefficient value of 0.548 shows that the relationship between price and promotion and purchase decisions was classified as moderate. Furthermore, the coefficient of determination value of 0.300 shows that price and promotion contributed 30.0% in influencing the variation of purchase decisions, whereas the remaining 70.0% was affected by other factors that were not included in the research model. This result demonstrates that purchase decisions are not influenced by one particular factor alone, but are formed through the combined impact of consumers' assessments of price and the effectiveness of the company's promotion strategies. This finding supports the study conducted by Negara et al. (2023), which revealed that price and promotion simultaneously have a significant influence on purchase decisions.

CONCLUSIONS AND RECOMMENDATIONS

The study demonstrates that Price and Promotion significantly contribute to influencing Product Purchase Decisions at Ami Ali Parfum Store in Pontianak. Price shows a more dominant effect, suggesting that consumers tend to prioritize affordability, competitive pricing, and the alignment between price and the quality as well as benefits offered by the product. Promotion also plays a role in influencing Product Purchase Decisions by enhancing consumer awareness and generating greater interest in the products provided. The findings indicate that the store needs to focus on maintaining competitive Price strategies while enhancing more effective and consistent Promotion efforts, especially through

digital platforms, in order to improve consumer Product Purchase Decisions and contribute to better business performance at Ami Ali Parfum Store in Pontianak.

The findings indicate that the store needs to focus on maintaining competitive Price strategies while enhancing more effective and consistent Promotion efforts, especially through digital platforms, in order to improve consumer Product Purchase Decisions and contribute to better business performance at Ami Ali Parfum Store in Pontianak. The store may also offer product bundles or discounts for repeat purchases. Promotional activities should be conducted more consistently through Instagram and TikTok, supported by clear information regarding discounts, product availability, and best-selling fragrances. Personal selling should also be improved by helping consumers select products according to their preferences and budget.

FURTHER RESEARCH

Future research could improve this model by including additional factors that may influence consumers' purchasing decisions, including product quality, brand image, store location, consumer trust, service quality, and transaction convenience. Future studies could expand the research scope, involve a larger number of respondents, and apply qualitative or mixed-method approaches to gain a deeper and more comprehensive understanding of the factors that influence consumers' decisions to purchase perfume products.

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